

EXHIBIT R





SERIOUS ABOUT YOUR SNOWMOBILING?
THEN GET SERIOUS ABOUT WHAT YOU RIDE.

YAMAHA SNOWMOBILES FOR 2001.

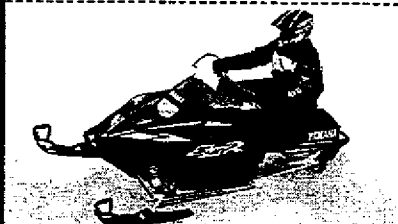
QUALITY. IT'S WHAT SETS SUPERIOR MACHINES APART FROM THOSE THAT ARE, WELL, ORDINARY. AND IT'S THE ESSENCE OF WHAT GOES INTO EACH AND EVERY SNOWMOBILE YAMAHA PRODUCES. SUPERIOR. INDUSTRY-LEADING QUALITY. FOR 33 YEARS NOW, YAMAHA HAS BEEN BRINGING YOU THE WORLD'S FINEST-ENGINEERED MACHINES, AS FAMOUS FOR THEIR REVOLUTIONARY INNOVATION AND PERFORMANCE AS THEY ARE FOR THEIR BULLETPROOF DEPENDABILITY. FROM OUR PATENTED, ULTRA-RIGID PROACTION SYSTEM[®] CHASSIS TECHNOLOGY TO HONING AND UPGRADING ALL OUR 2001 MODELS SO THEY REMAIN THE BEST MACHINES IN THE BUSINESS, YAMAHA CONTINUES TO STAY A CURVE OR TWO AHEAD OF THE COMPETITION WHEN IT COMES TO BUILDING THE HIGHEST-QUALITY SLEDS ON SNOW. AFTER ALL, OUR CUSTOMERS WOULD DEMAND NOTHING LESS. AND NEITHER WOULD WE.

TOP
PERFORMANCE



THE AMAZING SRX[®]. NOWHERE IN THE INDUSTRY DO HORSEPOWER AND HANDLING COME TOGETHER SO MASTERFULLY. JUST ASK THE COMPETITION...WHEN IT FINALLY SHOWS UP.

TRAIL
PERFORMANCE



LAST YEAR'S ALL-NEW MOGUL-MUNCHING SX-RS ARE BACK AND THEY'RE HUNGRIER THAN EVER. SO GET READY TO HAMMER THE TRAILS — AND ABSOLUTELY POUND THE COMPETITION.

MOUNTAIN



SOMETIMES YOU CAN'T HELP LOOKING DOWN ON PEOPLE. ESPECIALLY WHEN YOU'RE ABOARD ONE OF THESE THREE UNBEAT-ABLE DEEP-SNOW MACHINES WHO MAKE A HABIT OF SETTING THE HIGH MARK.

TRAIL LUXURY



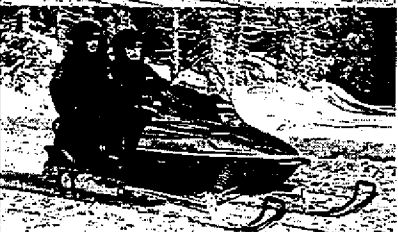
TRAIL-TAMING PERFORMANCE. MAXIMUM LUXURY. WITH OUR VMAX[®] DELUXE SERIES, YOU'LL HAVE A TOUGH TIME DECIDING WHAT THESE SLEDS DO BEST. CORNER-CARVING OR LONG-DISTANCE TOURING. BUT WHY BOTHER WITH DISTINCTIONS?

TRAIL SPORT



INDUSTRY-LEADING FAN-COOLED PERFORMANCE AND VALUE COMES IN TWO FLAVORS THIS YEAR: THE CLASS-LEADING PHAZER[®] 500, AND THE ALL-NEW, ELECTRIC-START, REVERSE-EQUIPPED PHAZER[®] 500 DELUXE.

TOURING



TALK ABOUT YOUR MAGIC CARPET RIDES...TWO-UP TOURING DOESN'T GET ANY MORE LUXURIOUS THAN ABOARD THE VENTURES, THE ULTI-MATE ADVENTURE IN POWER, COMFORT AND CONVENIENCE.

WORK

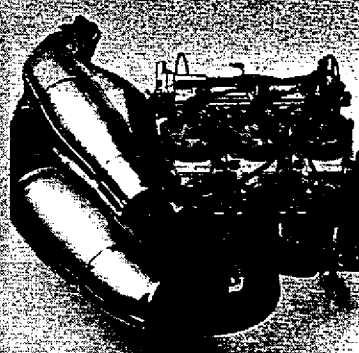


OK, WE KNOW...SOMETIMES YOU'VE GOT CHORES TO DO BEFORE YOU GO OUT AND PLAY. AND THAT'S WHY WE BUILD THE VK 540 III, THE TOUGHEST, HARDEST-WORKING SLED ON SNOW.

2000 YAMAHA SRX

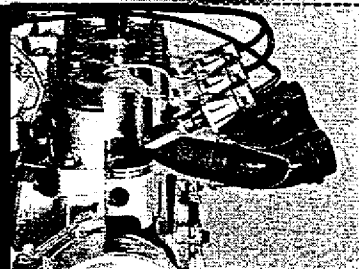


PROFESSIONAL DRIVER PICTURED ON CLOSED COURSE.

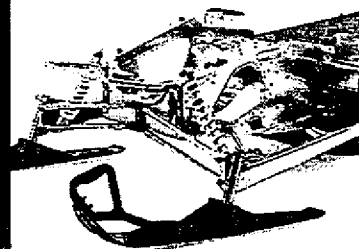


ONE SQUEEZE OF THE SRX'S THROTTLE WILL INTRODUCE YOU TO THE MOST MIND-BLOWING POWERSAND IN SNOWMOBILING. THIS TRIPLE-TRIPLE MILL SCREAMS HIGH-PERFORMANCE UNLIKE THAT FOUND ON ANY OTHER MACHINE IN ITS CLASS. LIKE FEATHERWEIGHT, FORMULA 1-SPEC FORGED, POWDER METAL PISTONS, AND 3-D IGNITION MAPPING WITH A THROTTLE POSITION SENSOR (TPS) THAT ENSURES MAXIMUM TIMING ADVANCE FOR RIGHT-NOW THROTTLE RESPONSE, GREATER ACCELERATION AND OPTIMAL FUEL ECONOMY. NO WONDER ORDINARY MUSCLE SLEDS HAVE NEVER STOOD A CHANCE.

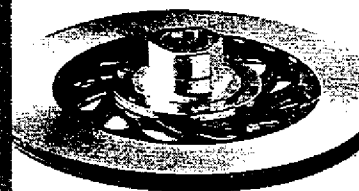
THE SRX[®]. NO OTHER SLED IN THE INDUSTRY COMBINES CHEST-FLATTENING ACCELERATION AND MIND-BOGGLING TOP SPEED LIKE THIS TRIPLE-TRIPLE SCREAMER. THINK OF IT AS 700CC OF PURE, UNADULTERATED ADRENALINE. AND NOW, COURTESY OF SNOWGOER MAGAZINE, YOU CAN THROW "2000 SLED OF THE YEAR" IN THERE, TOO. BUT CALLING THE SRX A MERE MUSCLE SLED WOULDN'T DO IT JUSTICE. SURE, IT'S THE LIGHTEST AND FASTEST MACHINE IN ITS CLASS, BOASTING UNTOUCHABLE POWER-TO-WEIGHT THAT'S MADE MINCEMEAT OF THE GRASS DRAG RANKS SINCE IT WAS INTRODUCED. AND, OF COURSE, THERE ARE ALL THOSE INDUSTRY-LEADING COMPONENTS — ELECTRONIC POWER EXHAUST VALVES, LIQUID-HEATED FLAT-SLIDE CARBS, 3-D IGNITION MAPPING WITH TPS — THAT'D MAKE ANY GEARHEAD WORTH HIS SOCKET SET DROOL. YEAH, BUT WHAT REALLY SEPARATES THE SRX FROM THE REST OF THE POWERHOUSE CROWD IS CORNERING AS RAZOR-SHARP AS ITS STRAIGHT-LINE PERFORMANCE IS SUPERSONIC, THANKS TO ITS LIGHTWEIGHT, ULTRA-RIGID PROACTION SYSTEM[®] CHASSIS AND TRAIL-HUGGING, STATE-OF-THE-ART SUSPENSION ENGINEERING. HORSEPOWER AND HANDLING. WITH THE SRX, THERE'S NO NEED FOR COMPROMISE.



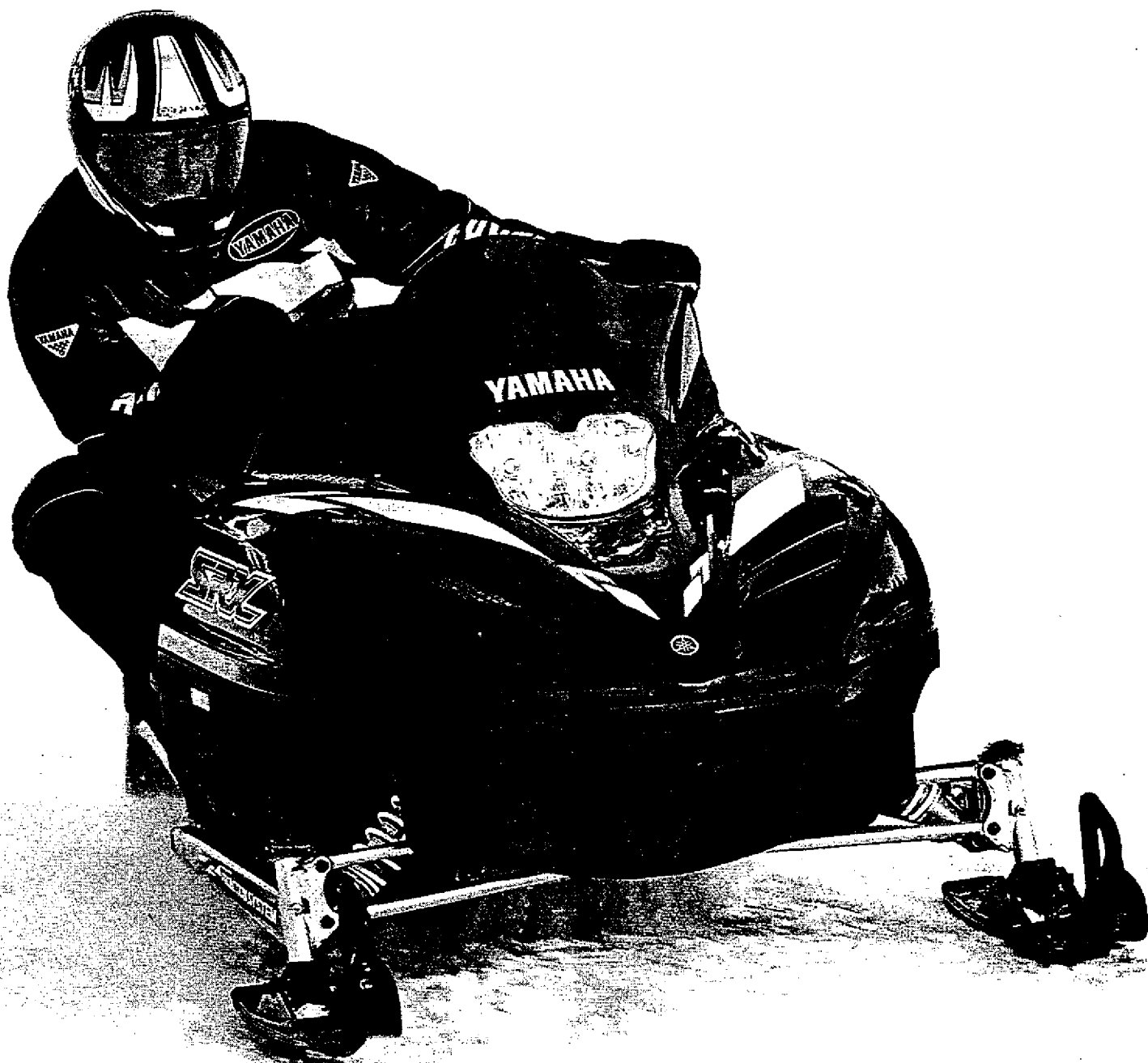
MEET THE INDUSTRY'S FIRST AND FOREMOST ELECTRONIC POWER EXHAUST VALVE SYSTEM. THIS COMPUTER-CONTROLLED SETUP ADJUSTS EXHAUST PORT TIMING TO MAXIMIZE HORSEPOWER AND THROTTLE RESPONSE ACROSS THE ENTIRE RPM RANGE. AND TO MAINTAIN CONSISTENT PERFORMANCE THROUGHOUT, THE VALVES AUTOMATICALLY SELF-CLEAN TO PREVENT CARBON BUILDUP.

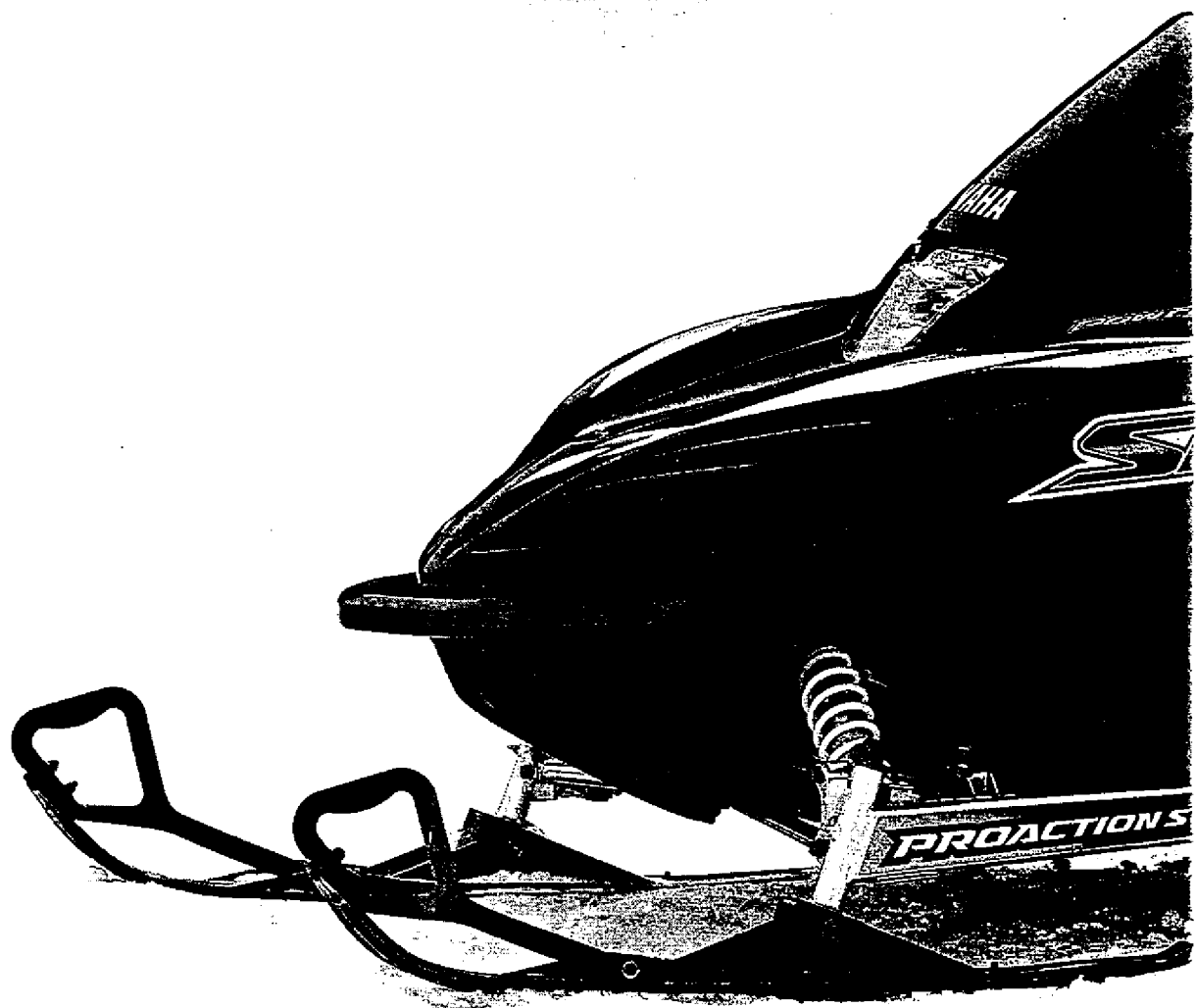
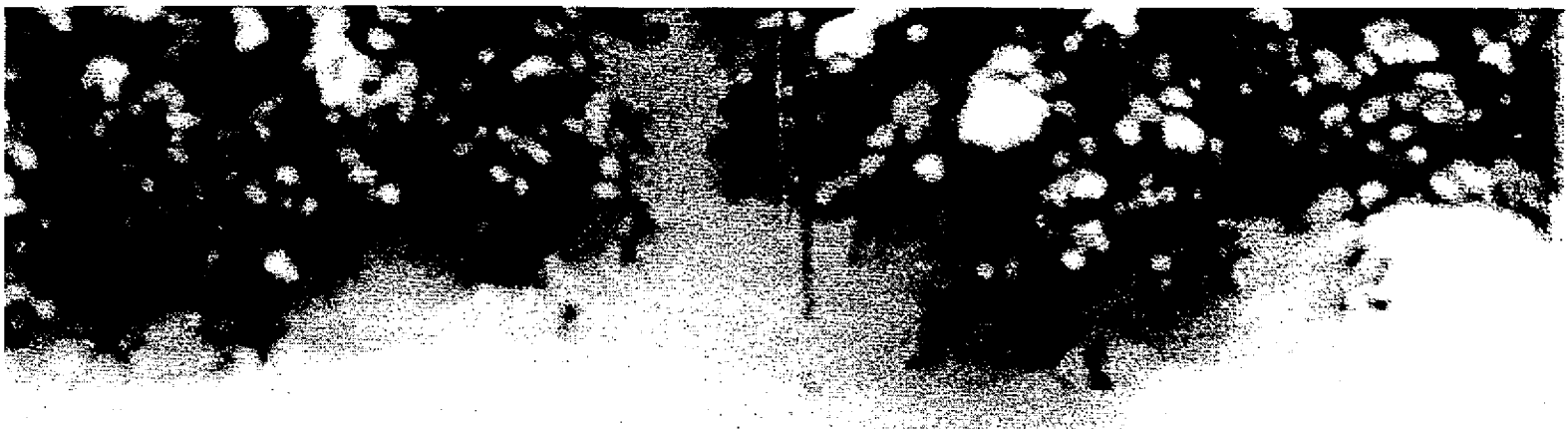


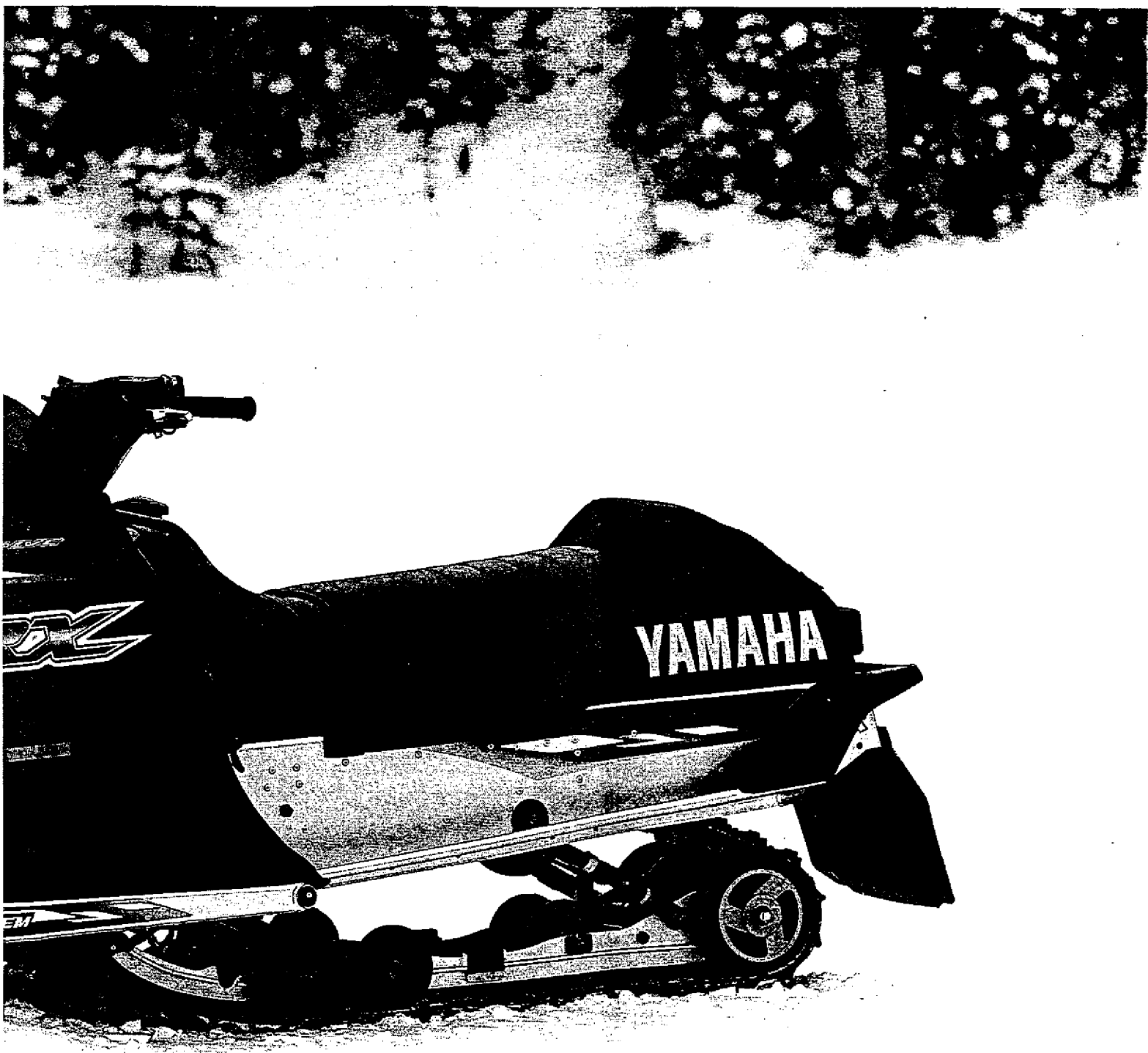
ONLY YAMAHA COULD BUILD A CHASSIS AS REVOLUTIONARY AS THE PROACTION SYSTEM. LIGHTWEIGHT AND INCREDIBLY STIFF, AND FEATURING A ONE-PIECE, DIE-CAST BULKHEAD SUBFRAME, THIS CHASSIS BOASTS UP TO TWICE THE TORSIONAL RIGIDITY OF COMPETITIVE DESIGNS, WHICH MEANS LESS FLEXING AND TWISTING, AND THUS SHARPER HANDLING FOR YOU.



ALREADY HOME TO THE BEST HYDRAULIC DISC BRAKE SYSTEM IN THE BUSINESS, THIS YEAR THE SRX UPGRADES ITS SET-UP WITH AN ALL-NEW, LIGHTER-WEIGHT STAINLESS STEEL ROTOR. THIS TRANSLATES TO REDUCED ROTATIONAL MASS, WHICH MEANS NOT ONLY MORE RESPONSIVE STOPPING POWER BUT IMPROVED ACCELERATION AS WELL ONCE YOU GET BACK ON THE GAS.









SX 700

SX 700^R

SX 600^R

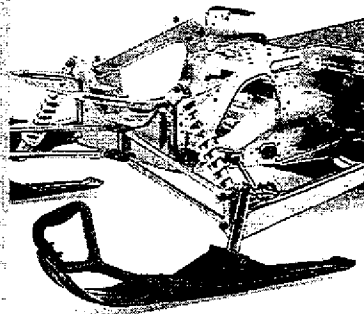
SX 500^R

ARE YOU THE TYPE OF SNOWMOBILER WHO LIKES TO PLAY ROUGH? SOMEONE WHO THINKS THE FOUR BASIC FOOD GROUPS ARE MOGULS, MOGULS, MOGULS AND MORE MOGULS? WELL, THEN, ALLOW US TO PRESENT THE SX 700^R AND SX 600^R TRIPLES AND SX 500^R TWIN, A TRIO OF RACE-BRED MACHINES THAT "FLY FLATTER, PITCH EASIER AND ATTACK HARDER"* THAN ANY SLED ON THE MARKET. EVER SINCE THEIR DEBUT LAST SEASON, THESE BIG-BUMP MACHINES HAVE PRETTY MUCH REDEFINED WHAT AGGRESSIVE HIGH-PERFORMANCE TRAIL RIDING IS ALL ABOUT. BOASTING SUCH FEATURES AS SPECIALLY DESIGNED LONG-TRAVEL SUSPENSION WITH HIGH-PRESSURE GAS SHOCKS AND MULTI-RATE SPRINGS DELIVERING CLASS-LEADING HANDLING. TRIPLE-CYLINDER, SINGLE-PIPE POWERPLANTS (700/600) ARMED WITH BROADER POWERBANDS (AND OFTEN LIGHTER WEIGHT!) THAN COMPETITIVE SINGLE-PIPE TWINS. AND CLASS-LEADING PROACTION SYSTEM[®] CHASSIS TECHNOLOGY THAT DELIVERS THE INDUSTRY'S BEST RIDE QUALITY AND FLAT-AS-KANSAS CORNERING. THIS YEAR, THE 700^R GETS AN ALL-NEW, HIGH-OUTPUT MAGNETO SYSTEM AND THE SAME SUPER-BRIGHT DUAL HEADLIGHT FOUND ON THE SRX, AS WELL AS SEPARATE TEMPERATURE CONTROLS FOR THE THUMB AND GRIP WARMERS. FEELING HUNGRY FOR SOME SERIOUS MOGUL-MUNCHING? THEN CLIMB ABOARD THE SX^R, AND GET READY TO FEAST.

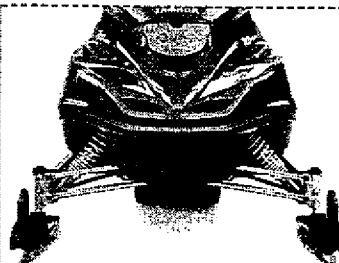
*SNOWGEAR (9/89)



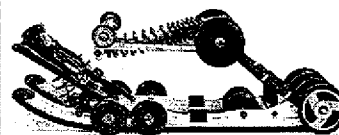
PROFESSIONAL DRIVER PICTURED ON CLOSED COURSE.



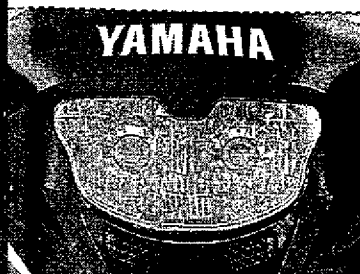
CONFIDENCE BOOSTER: SINCE TAMING ROUGH TRAILS AND FEASTING ON MOGULS IS WHAT BIG-BUMP RIDING IS ALL ABOUT, YOU BETTER HAVE A SLED THAT DELIVERS CONSISTENTLY RAZOR-SHARP HANDLING AND ON-RAILS CORNERING. WITH YAMAHA'S PROACTION SYSTEM CHASSIS, YOU NOT ONLY HAVE THE INDUSTRY'S MOST REVOLUTIONARY CHASSIS TECHNOLOGY, BUT ALSO A FRAME THAT FEATURES UP TO TWICE THE TORSIONAL RIGIDITY OF COMPETITIVE DESIGNS TO MINIMIZE FLEXING WHILE POUNDING OVER THE ROUGH STUFF. AND THAT MEANS EXCEPTIONAL SLED CONTROL — AND THUS SUPERIOR CONFIDENCE — FOR YOU.



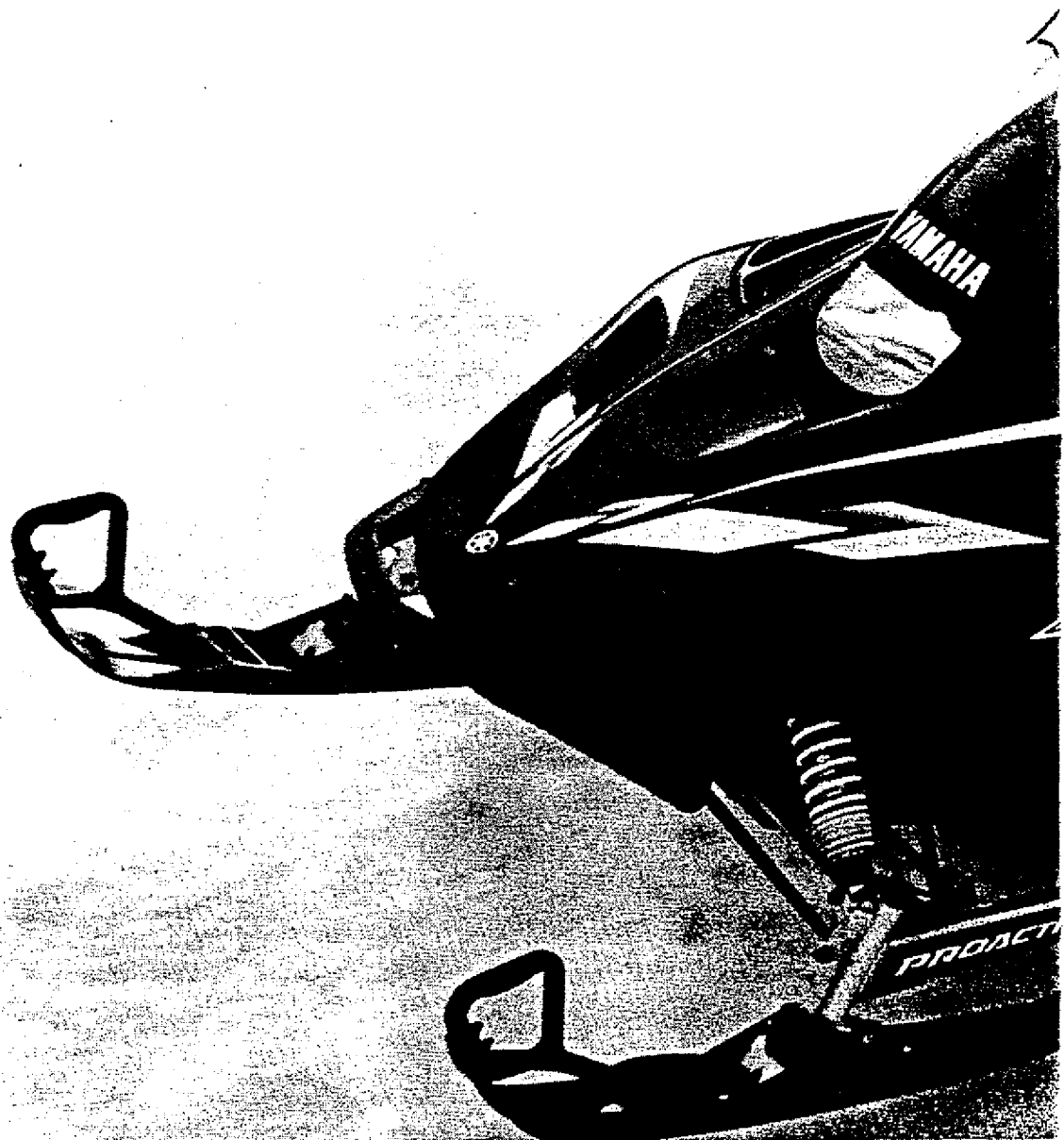
THE MOGULS WILL NEVER KNOW WHAT HIT 'EM. ADVANCED TRAILING-ARM INDEPENDENT SUSPENSION, REBUILDABLE, ALUMINUM-BODY KYB GAS SHOCKS (DISHING OUT 9" OF TRAVEL!), AND MULTI-RATE SPRINGS EASILY MAKE SHORT WORK OF THE NASTIEST TRAILS. SUPER-LIGHT, PLASTIC ROCKER SKIS HONE HANDLING EVEN FURTHER BY MINIMIZING STEERING EFFORT.



AGGRESSIVE DRIVERS WANTED: THE SX^R'S REAR SUSPENSION IS ALL TRAIL-TAMING BUSINESS, FEATURING REBUILDABLE, ALUMINUM-BODY KYB GAS SHOCKS PROVIDING 11.5" OF TRAVEL, MULTI-RATE SPRINGS, AND SINGLE-POINT, EASY-ADJUST DAMPING AND SPRING RATE ADJUSTABILITY FOR OUTSTANDING PITCH CONTROL AND WEIGHT TRANSFER OVER THE ROUGHEST TERRAIN.



BASED ON THE SAME DUAL-LAMP, TWIN-HALOGEN BULB DESIGN FOUND ON THE SRX, THE SX 700^R'S NEW HEADLIGHT IS POWERED BY A NEW 300-WATT, 18-POLE MAGNETO SYSTEM FIRING UP THE INDUSTRY'S BRIGHTEST AND WIDEST BEAM. GIVES THE SLED A MORE AGGRESSIVE LOOK, TOO, DON'T YOU THINK? WHICH SUITS THIS MOGUL-MULLING MACHINE JUST FINE.





SX 600^R

MOUNTAIN MAX 700
MOUNTAIN MAX 600
PHAZER MOUNTAIN LITE



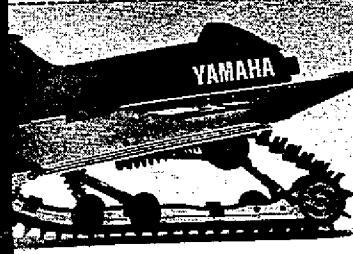
PHAZER MOUNTAIN LITE

SETTING THE HIGH MARK. THAT PRETTY MUCH SUMS UP WHAT MOUNTAIN RIDING IS ALL ABOUT. THERE'S ONE GOAL — BE KING OF THE HILL — AND THAT MEANS YOU NEED AN AWARD-WINNING* MOUNTAIN SLED WHOSE RIDERS, ACCORDING TO SNOWEST, "WILL BE SITTING AT THE TOP OF THE MOUNTAIN. PROBABLY ALONE."** YOU NEED A MOUNTAIN MAX® 700 OR 600. POWERED BY YAMAHA'S LEGENDARY, SINGLE-PIPE TRIPLES PUMPING OUT BROADER POWERBANDS AND BETTER THROTTLE RESPONSE THAN ANY COMPETITIVE TWIN ON THE MARKET. AND BUILT WITH SUCH PEAK-TACKLING FEATURES AS OUR 141" X 2" DEEP SNOW SPECIAL TRACK. PROACTION® MOUNTAIN REAR SUSPENSION. LIGHTWEIGHT ROCKER SKIS. HIGH HANDLEBARS WITH MOUNTAIN STRAP, AND ANTI-SLIP SIDERAILS FOR OPTIMAL DRIVER MOVEMENT AND LEVERAGE. SO SUPERIOR ARE THESE MACHINES AT SIDE-HILLING AND FLOATING OVER DEEP SNOW IT'S ALMOST UNFAIR. SPEAKING OF WHICH, IT'S IMPOSSIBLE TO BEAT THE VALUE OFFERED BY THE PHAZER MOUNTAIN LITE®, ARGUABLY THE LIGHTEST, MOST AGILE FAN-COOLED 500 ON THE MOUNTAIN. OUTFITTED WITH THE RIGID PROACTION SYSTEM® CHASSIS AND FEATURING A 136" X 1.5" TRACK WRAPPED AROUND THE INDUSTRY'S BEST LONG-TRAVEL SUSPENSION SYSTEM FOR INCOMPARABLE DEEP-SNOW FLOTATION. THE MOUNTAIN MAX 700, 600 AND PHAZER MOUNTAIN LITE. IT'S GOOD TO BE THE KING OF THE HILL.

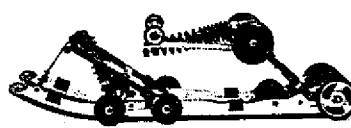
*SNOWGODDER "TOP TEN AWARD" (700); SNOWEST "MOUNTAIN SNOWMOBILE OF THE YEAR" (600); SNOWMOBILE "BEST OF CLASS" (PHAZER MTN. LITE) **DEC. 1999



UNBEATABLE POWER-TO-WEIGHT AND INCREDIBLE THROTTLE RESPONSE ARE BUT TWO OF THE MOUNTAIN MAX TRIPLE CYLINDER'S CLASS-LEADING FEATURES. CLOSER INSPECTION WILL ALSO REVEAL CUTTING-EDGE TECHNOLOGY LIKE LIQUID-HEATED, FLAT-SLIDE CARBS AND A NEW* FOR-2001 300-WATT, 18-POLE MAGNETO SYSTEM POWERING AN SRX-SPEED DUAL HEADLIGHT (700 ONLY).



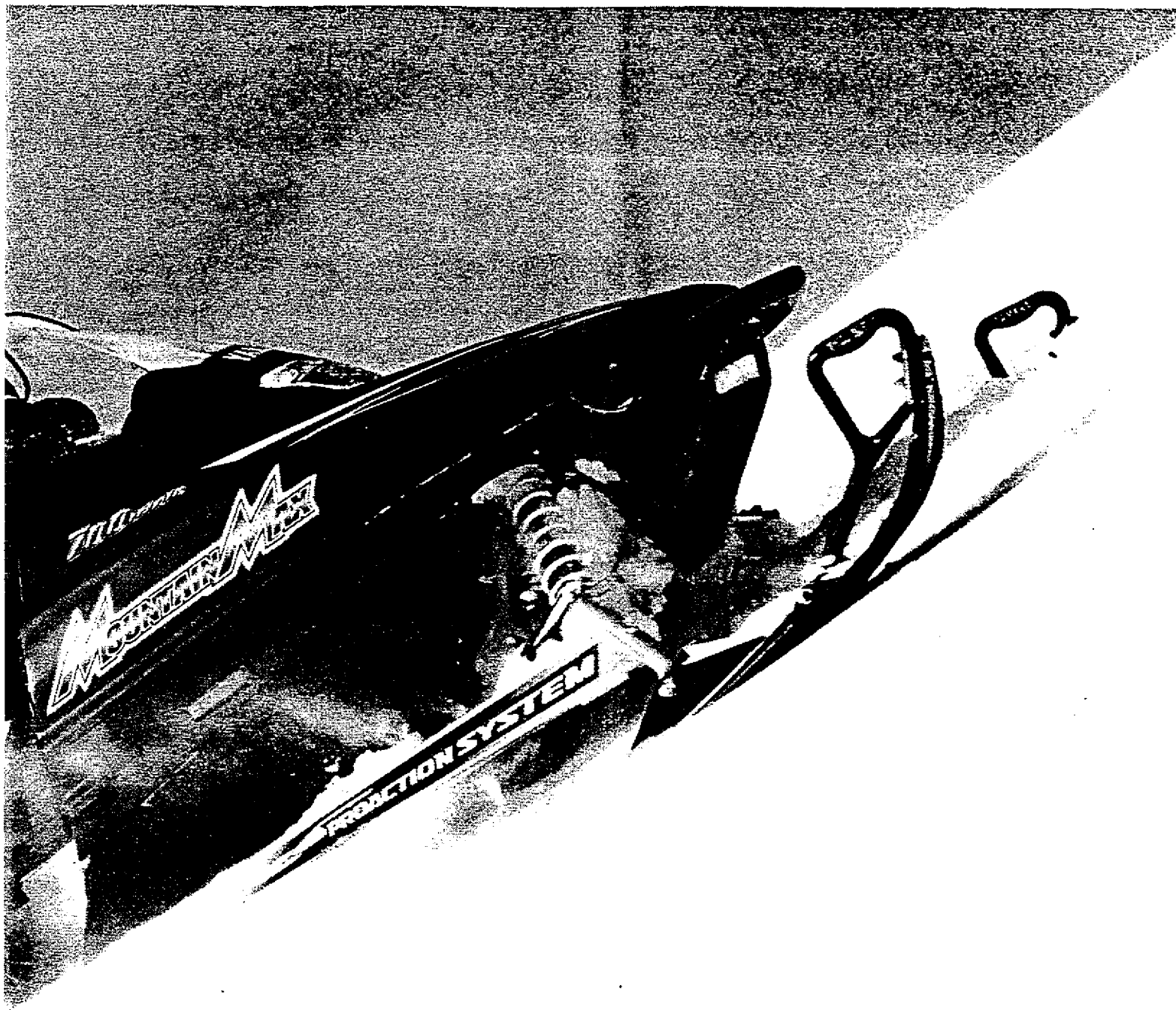
THE MOUNTAIN MAX LOVES TO GO WHERE IT IS STEEP AND DEEP, AND WITH ITS DEEP-SNOW SET-UP — GRADUAL TRACK APPROACH ANGLE, LONG, 2" LUG TRACK AND LONG-TRAVEL REAR SUSPENSION — THIS MACHINE SIMPLY FLOATS OVER POWDER. CHECK OUT THE ANTI-SKID BUMPER COVER AND SIDERAILS, TOO, WHICH ENHANCE DRIVER POSITIONING AND LEVERAGE WHILE CLIMBING.



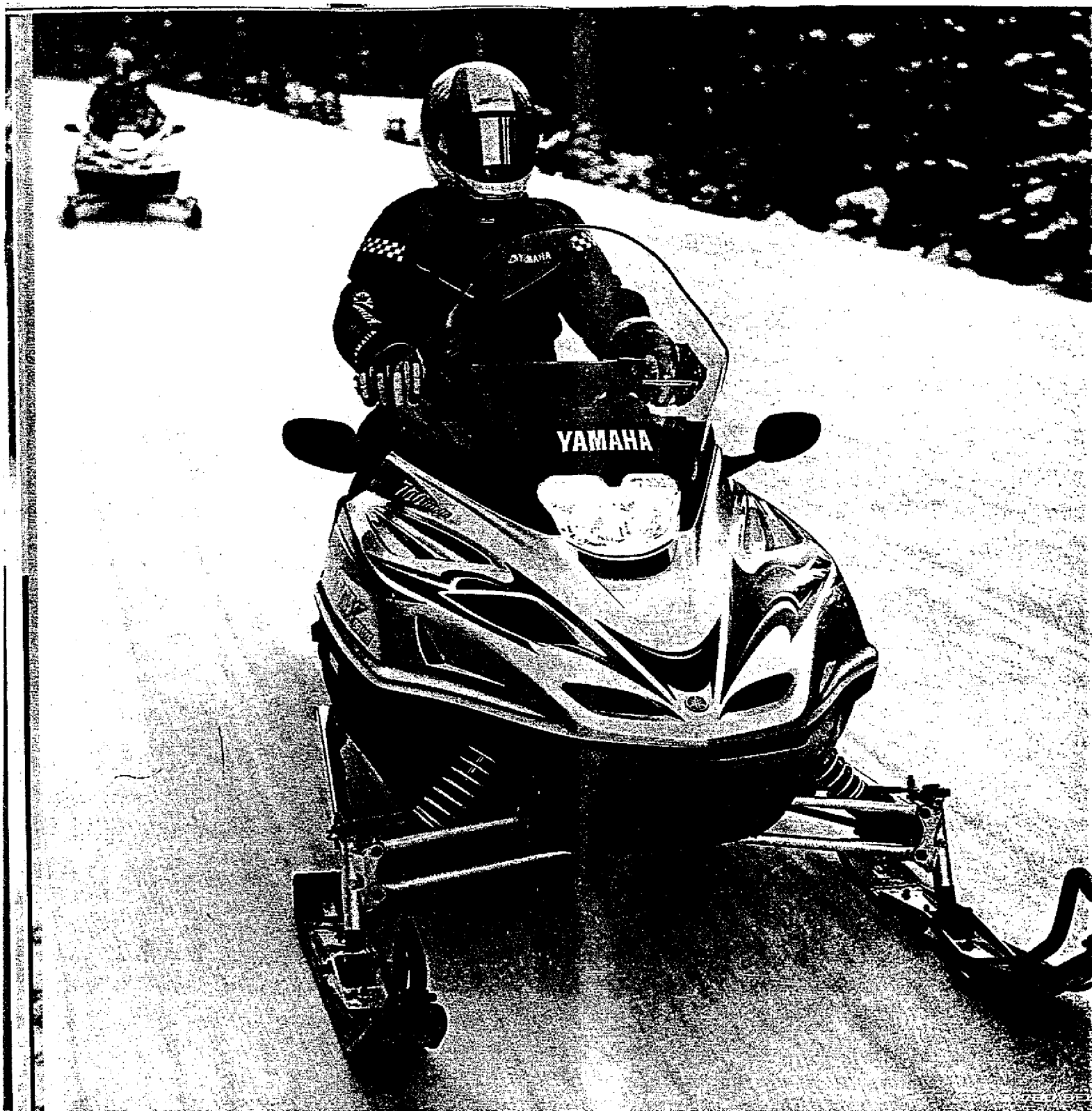
GETTING TO BE KING OF THE HILL IS NO EASY FEAT — AND STAYING THERE IS EVEN HARDER. WHICH IS WHY THE MOUNTAIN MAX BOASTS THE MOST VERSATILE REAR SUSPENSION IN THE INDUSTRY, THE PROACTION MOUNTAIN SYSTEM, DESIGNED FOR THE WEST WITH 11.5" OF USABLE TRAVEL AND SINGLE-POINT, EASY-ADJUST SPRING/DAMPING RATE ADJUSTABILITY.







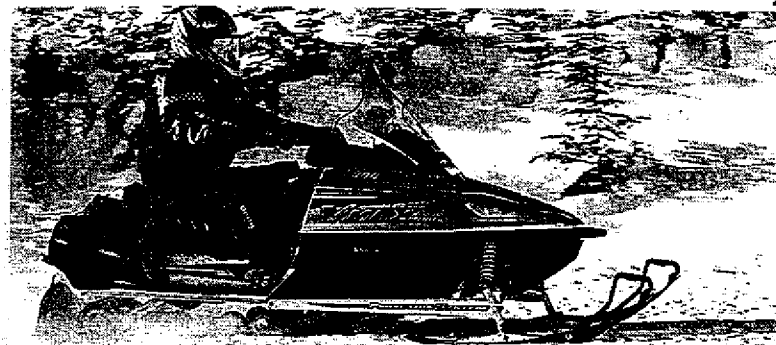
MOUNTAIN MAX 700



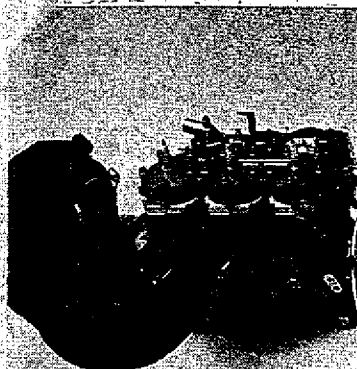
VMAX 700 DELUXE

VMAX 600 DELUXE

VMAX 500 DELUXE



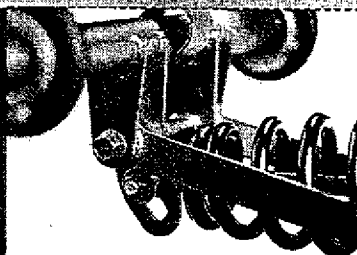
VMAX 500 DELUXE



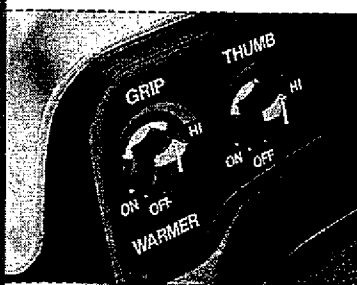
DRAWING UPON THE SAME CUTTING-EDGE ENGINE TECHNOLOGY FOUND IN OUR HIGH-PERFORMANCE SLEDS (LIKE LIQUID-HEATED FLAT-SLIDE CARBS), THE VMAX DELUXE'S SINGLE-PIPE TRIPLE (700/600) PACKS A BROAD, SMOOTH POWERBAND PRODUCING CONSISTENT MUSCLE AT ALL RPM. THIS AWARD-WINNING ENGINE DESIGN ALSO DELIVERS CLASS-LEADING FUEL ECONOMY PROVEN TO BE AS MUCH AS 55% GREATER THAN THE COMPETITION.* EVEN BETTER NEWS? THIS YEAR THE 700'S BEEN FITTED WITH THE SRX'S ULTRA-BRIGHT DUAL HEADLIGHT, POWERED BY A NEW HIGH-OUTPUT, 300-WATT, 18-POLE MAGNETO SYSTEM.

POWER AND HANDLING THAT CARRIES YOU OVER COUNTLESS MILES OF POWDER-BLANKETED TRAILS. CREATURE COMFORTS LIKE ELECTRIC START, REVERSE AND DUAL REARVIEW MIRRORS TO EASE YOU ALONG THESE ADVENTURES IN DELUXE, CONVENIENT STYLE. MEET THE VMAX[®] DELUXE, A SLED THAT STRIKES THE PERFECT BALANCE BETWEEN OPEN-TRAIL PERFORMANCE AND LONG-DISTANCE LUXURY. TAKE YOUR PICK FROM OUR TRIO OF LIQUID-COOLED MODELS — THE 700 AND 600 TRIPLES AND 500 TWIN — DELIVERING BROADER POWERBANDS, GREATER FUEL EFFICIENCY AND SMOOTHER PERFORMANCE THAN COMPETITIVE TWINS. AND BUILT WITH FEATURES LIKE INDUSTRY-LEADING, LONG-TRAVEL PROACTION PLUS[®] SUSPENSION, NEWLY RECALIBRATED FOR GREATER COMFORT AND AN INCOMPARABLY PLUSH RIDE. ALL-NEW PLASTIC SKIS FOR LIGHTER STEERING EFFORT AND SHARPER HANDLING. CLASS-LEADING FUEL AND OIL RANGE. TALL, WEATHER-CHEATING WINDSHIELDS. AND THE BEST HAND-WARMING SYSTEM IN THE BUSINESS WITH ALL-NEW INDEPENDENT THUMB AND GRIP TEMPERATURE CONTROLS (700). THINK YOU HAVE TO SACRIFICE PERFORMANCE TO RIDE IN THE LAP OF LUXURY? THEN YOU'VE NEVER RIDDEN A VMAX DELUXE.

*SNOWTECH



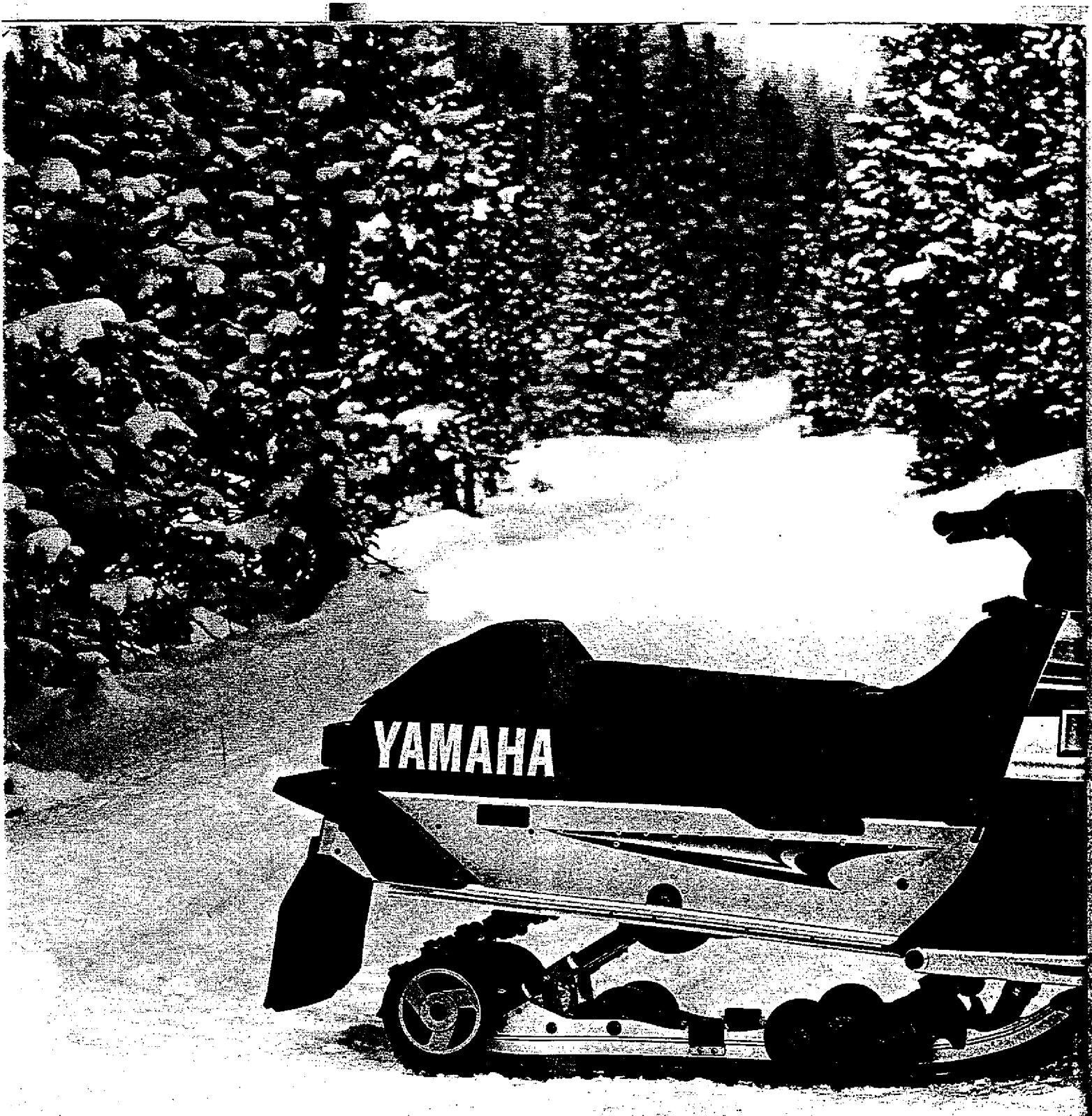
DIALING IN YOUR PROACTION PLUS REAR SUSPENSION TO SUIT YOUR WEIGHT, INDIVIDUAL RIDING STYLE OR TRAIL CONDITIONS IS A SNAP WITH YAMAHA'S EXCLUSIVE "SINGLE-POINT, EASY-ADJUST" FEATURE. SIMPLY GRAB A WRENCH, AND IN NO TIME YOU CAN FINE-TUNE YOUR SPRING AND DAMPING QUICKLY, AND MORE EFFECTIVELY, THAN ALL OTHER SYSTEMS ON THE MARKET.

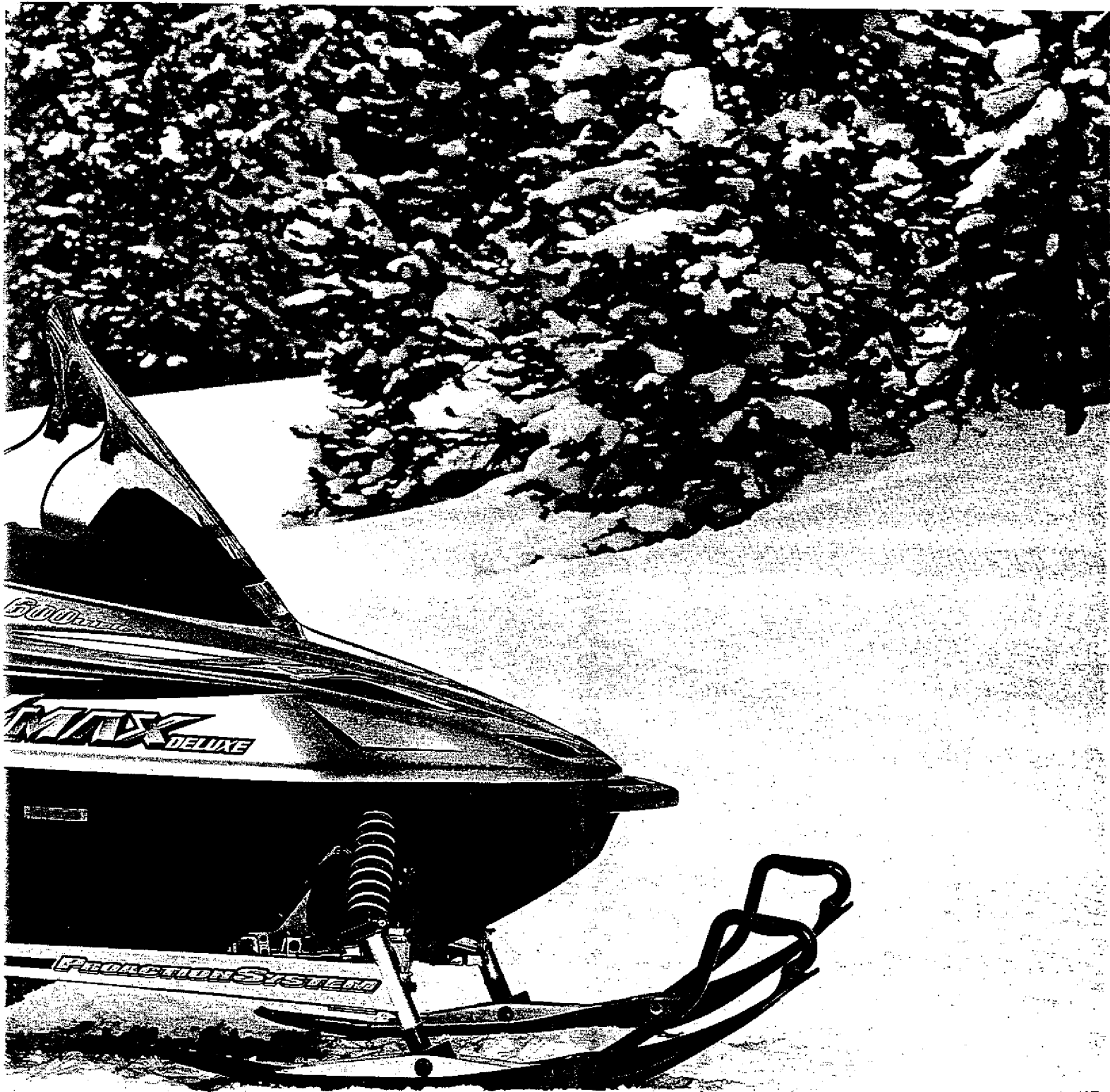


ALREADY EQUIPPED WITH THE INDUSTRY'S BEST HAND-WARMING SYSTEM, THE VMAX 700 DELUXE GETS ALL-NEW, INDEPENDENT RHEOSTAT THUMB AND GRIP TEMPERATURE CONTROLS FOR 2001. WITH COUNTLESS SETTINGS NOW AVAILABLE, CLASS-LEADING COMFORT AND CONVENIENCE HAS JUST BECOME THAT MUCH MORE VERSATILE.



BASED ON THE SAME DUAL-LAMP, TWIN-HALOGEN BULB DESIGN FOUND ON THE SRX, THE VMAX 700 DELUXE'S ALL-NEW HEADLIGHT IS POWERED BY A NEW 300-WATT, 18-POLE MAGNETO SYSTEM FIRING UP THE INDUSTRY'S BRIGHTEST AND WIDEST BEAM. SO MUCH THE BETTER TO SEE AND BE SEEN AS YOU NAVIGATE YOUR FAVORITE TRAILS.





VMAX 600 DELUXE



PHAZER 600 DELUXE

PHAZER 500 DELUXE

PHAZER 500

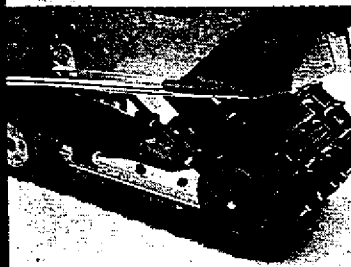


PHAZER 500

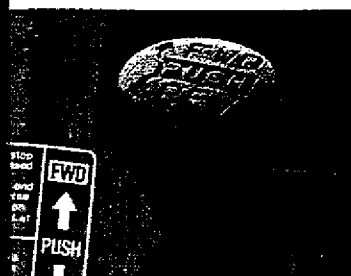
PICTURE A MACHINE COMBINING VMAX®-PROVEN PERFORMANCE AND COMFORT WITH CLASS-LEADING VALUE, AND WHAT YOU'VE GOT IS THE SNOWMOBILE INDUSTRY EXPERTS HAVE TIME AND AGAIN CALLED "THE BEST-RIDING FAN-COOLED SLED ON THE MARKET."* THE PHAZER 500®, BRIMMING WITH UNBEATABLE BANG-FOR-THE-BUCK VALUE, THE PHAZER — AND ITS NEW-FOR-2001 SIBLING, THE PHAZER 500® DELUXE — ARE THE PERFECT MACHINES FOR THE COST-CONSCIOUS DRIVER WHO DEMANDS RELIABLE, TRAIL-TAMING PERFORMANCE. WITH FEATURES LIKE A POTENT 500CC TWIN BOASTING YAMAHA'S RENOWNED POWER-TO-WEIGHT SUPERIORITY. RESPONSIVE, PREDICTABLE HANDLING FROM THE EXCLUSIVE PROACTION SYSTEM® CHASSIS. LONG-TRAVEL SUSPENSION FRONT AND REAR FRESHLY RECALIBRATED FOR EVEN GREATER COMFORT. ALL-NEW PLASTIC SKIS AND A NEW HIGH-PROFILE 0.92" TRACK. THE VERSATILITY OF EASY-ADJUST REAR SUSPENSION SETTINGS. INDUSTRY-LEADING HYDRAULIC DISC BRAKES. AND, WITH THE NEW 500 DELUXE, THE ADDED CONVENIENCE OF ELECTRIC START AND REVERSE. THE PHAZER 500 AND PHAZER 500 DELUXE. PROOF THAT MAXIMUM PERFORMANCE AND MAXIMUM VALUE CAN CO-EXIST. *SNOWTECH



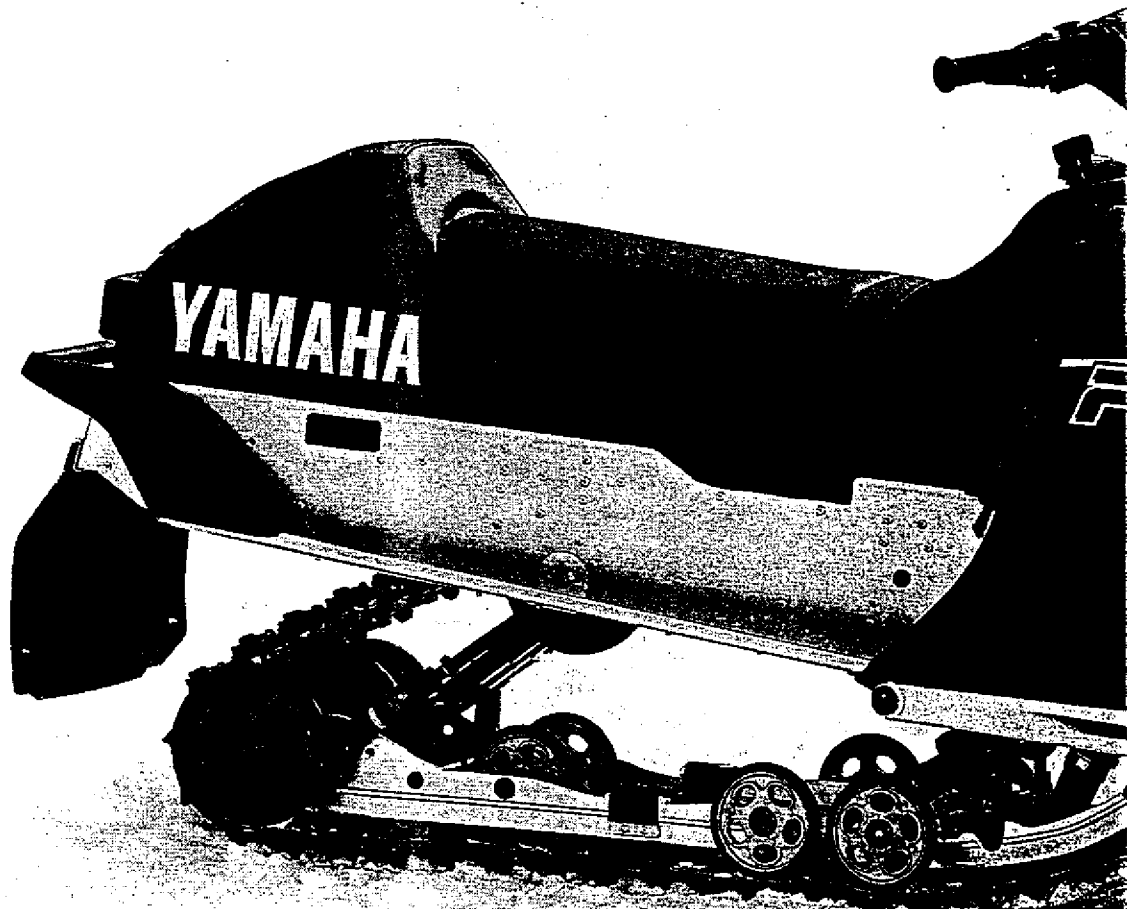
ALL-NEW, LIGHTWEIGHT PLASTIC SKIS SHAVE OVER 8 POUNDS FOR LIGHTER STEERING RESPONSE AND THUS MORE PRECISE HANDLING. WHICH, WHEN COUPLED WITH A WIDE, 42.1" SKI STANCE, 9" OF TRAVEL AND LONG TRAILING ARMS THAT VIRTUALLY ELIMINATE BUMP STEER, MEAN THE PHAZER IS PERFECTLY SET UP TO TACKLE THE MEANEST OF TRAILS.

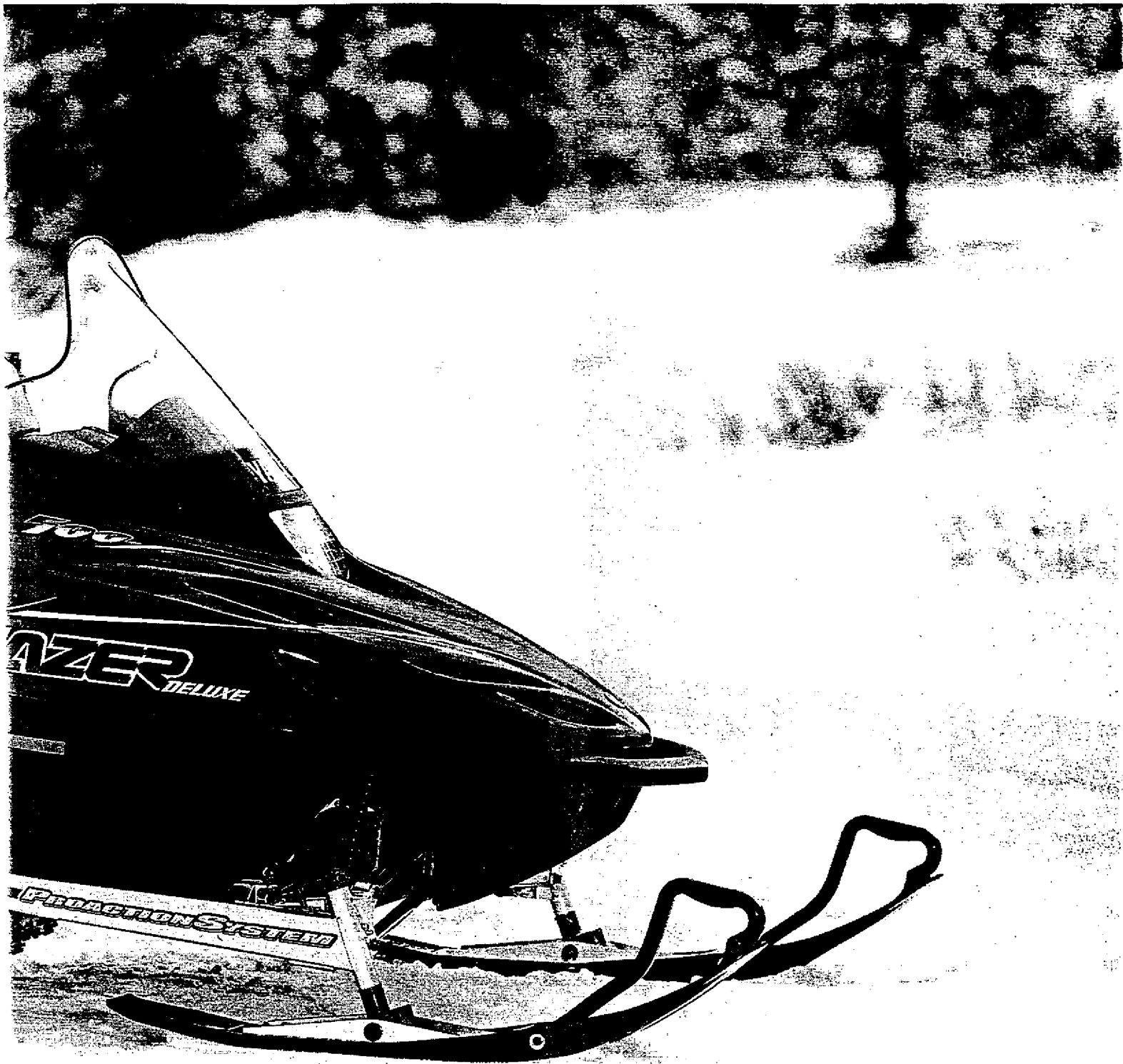


SERIOUS ACCELERATION-ENHANCING HOOK-UP NOW COMES COURTESY OF THE PHAZER'S NEW-FOR-2001 0.92" TRACK, FEATURING THE SAME HIGH-PROFILE LUG HEIGHT THAT'S FOUND ON THE SPEED DEMON SRX. AND NOT ONLY DOES THIS NEW TRACK PROVIDE GREATER TRACTION AND IMPROVED HANDLING, BUT IT OFFERS EXCEPTIONAL DURABILITY AS WELL.

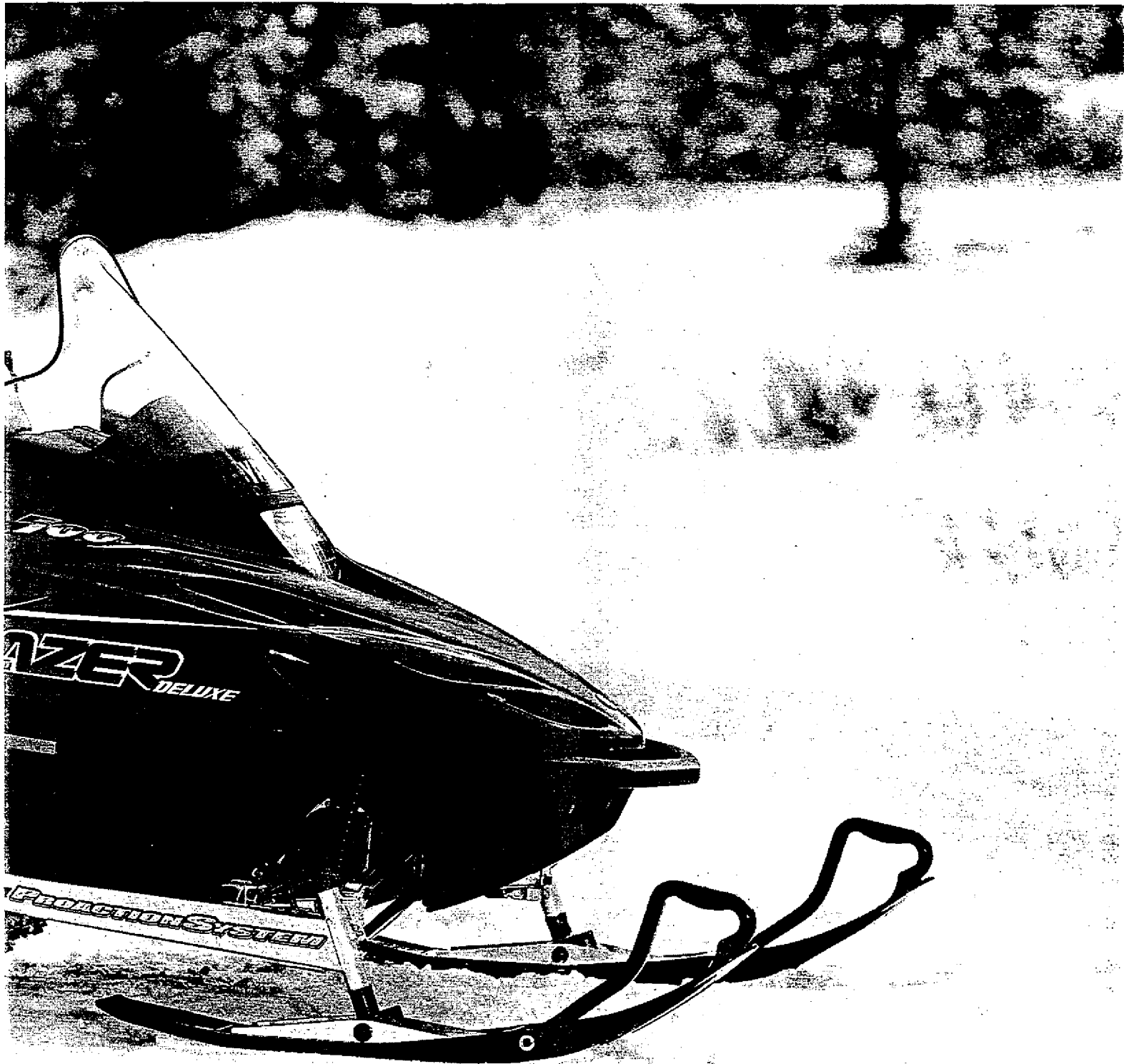


THE ALL-NEW PHAZER 500 DELUXE OFFERS WHAT MANY A RIDER HAS PROBABLY AT ONE TIME OR ANOTHER CALLED THE ULTIMATE CONVENIENCE FEATURE: REVERSE. SIMPLY PULL THE EASY-TO-REACH, DASH-MOUNTED KNOB, LOCK IT INTO GEAR, AND BACKING OFF THE TRAILER IS A GENTLE SQUEEZE OF THE THROTTLE AWAY.





HAZER 500 DELUXE



PHAZER 500 DELUXE

VENTURE 700

VENTURE 600

VENTURE 500

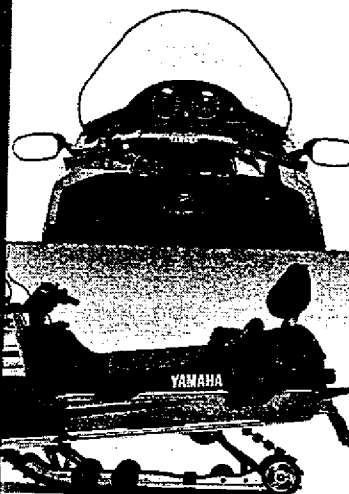


VENTURE E



INDUSTRY-LEADING COMFORT AND CONVENIENCE IS WHAT THE VENTURE IS, ALL ABOUT, AND NOWHERE IS IT MORE EVIDENT THAN INSIDE THE COCKPIT. ALREADY EQUIPPED WITH THE INDUSTRY'S BEST HAND-WARMING SYSTEM, THE VENTURE 700 GETS ALL-NEW, INDEPENDENT RHEOSTAT THUMB AND GRIP TEMPERATURE CONTROLS FOR 2001. WITH INFINITE SETTINGS NOW AT YOUR FINGERTIPS, CLASS-LEADING COMFORT AND CONVENIENCE HAS JUST BECOME THAT MUCH MORE VERSATILE.

IT'S JUST BEFORE DAWN. THE SUN'S BEGINNING TO PEEK OVER THE HORIZON AS YOU AND YOUR PASSENGER CINCH YOUR HELMETS TIGHT. MILES AND MILES OF FRESHLY GROOMED TRAILS LIE AHEAD. AND YOU'RE ABOUT TO SPEND ANOTHER PERFECT DAY ABOARD THE INDUSTRY'S MOST LUXURIOUS LONG-DISTANCE CARRIER: THE VENTURE®. CHOOSE FROM THE VENTURE 700 AND 600 TRIPLES OR 500 TWIN — EITHER WAY, TWO-UP TOURING JUST DOESN'T GET ANY BETTER. EACH SLED DELIVERS SMOOTH, POTENT, LIQUID-COOLED MUSCLE, BETTER FUEL ECONOMY THAN COMPETITIVE MODELS, AND IN THE 500'S CASE, UNBEATABLE BANG-FOR-THE-BUCK VALUE. INDUSTRY-LEADING COMFORT AND HANDLING, THANKS TO YAMAHA'S ULTRA-RIGID PROACTION SYSTEM® CHASSIS. LONG-TRAVEL PROACTION PLUS® REAR SUSPENSION. EASY-ADJUST DAMPING AND SPRING SETTINGS. ALL-NEW, LIGHTER-STEERING PLASTIC SKIS, AND INCOMPARABLE LUXURY WITH CONVENIENCE AND COMFORT FEATURES LIKE ELECTRIC START, REVERSE, CLASS-LEADING FUEL RANGE, DUAL MIRRORS, TALL WINDSHIELDS, THE INDUSTRY'S BEST HAND-WARMING SYSTEM WITH HEATED PASSENGER GRIPS AND THE EXCLUSIVE EASY-ADJUST BACKREST (700/600). LOOKING TO GET AWAY FROM IT ALL THIS WINTER? THEN CLIMB ABOARD THE VENTURE, AND TAKE LUXURY TWO-UP TOURING TO PLACES YOU'VE ONLY DREAMED OF.



FURTHER COCKPIT AMENITIES INCLUDE LARGE, EASY-TO-READ GAUGES AND INDICATOR LIGHTS. WIDE, ERGONOMICALLY DESIGNED HANDLEBARS TO LIGHTEN STEERING EFFORT AND MINIMIZE DRIVER FATIGUE. AN INDUSTRY-EXCLUSIVE ADJUSTABLE BRAKE LEVER (700/600). DUAL REARVIEW MIRRORS AND A TALL WINDSHIELD FOR THE ULTIMATE IN WIND AND WEATHER PROTECTION.

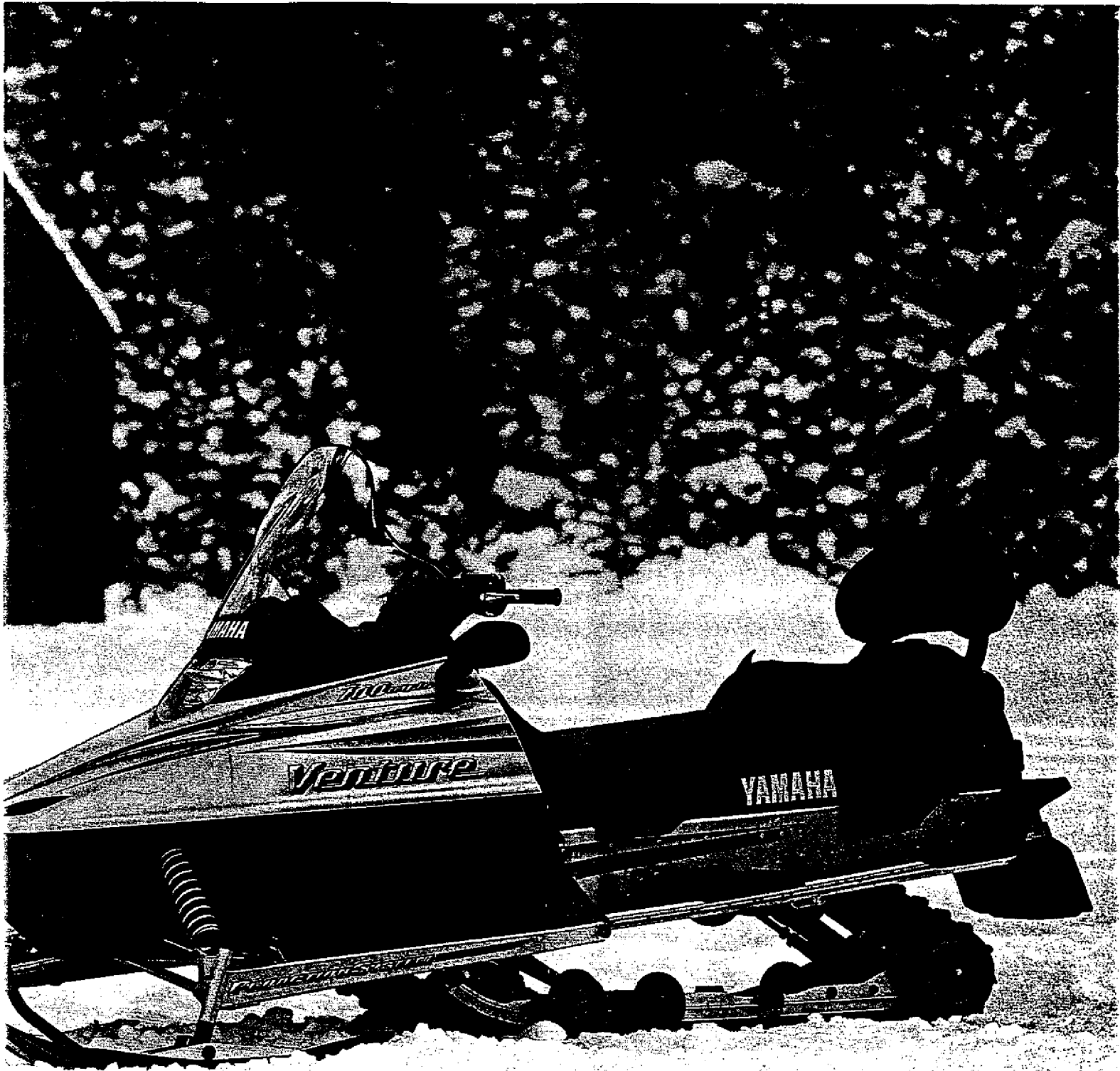


WITH ITS LONG, 136" TRACK, 11.5" OF TRAVEL, AND EASY-ADJUST DAMPING AND SPRING RATE FLEXIBILITY, THE VENTURE'S NEWLY RECALIBRATED (FOR EVEN GREATER COMFORT) REAR SUSPENSION, COUPLED WITH A CUSHY TWO-UP SEAT AND LARGE PASSENGER FOOTRESTS, IS SECOND TO NONE WHEN IT COMES TO PUTTING DOWN A SUPER-PLUSH RIDE.

SOME PEOPLE MIGHT PREFER RIDING IN BACK ONCE THEY SNUGGLE INTO THE VENTURE'S PASSENGER ACCOMMODATIONS. WITH THE EASY-ADJUST BACKREST (700/600), A SIMPLE FLICK OF A LEVER WILL MOVE IT INTO WHATEVER POSITION MAKES YOU MOST COMFORTABLE. AND SPEAKING OF COMFY, THE 700'S HEATED PASSENGER GRIPS ARE EVEN TOASTIER FOR THE NEW YEAR.





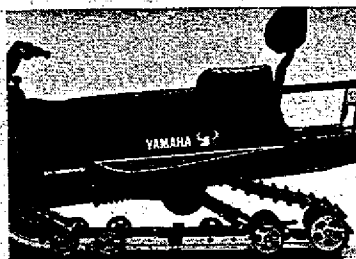


VENTURE 700



VK 540 III

VK 540 III



FROM ITS MONSTROUS, 156" x 20" TRACK AND PLUSH (11.5" OF TRAVEL), PROACTION PLUS[®] REAR SUSPENSION TO ITS LONG, CUSHY SEAT, PASSENGER BACKREST, AND SPACIOUS STORAGE RACK AND UNDERSEAT COMPARTMENT, THE VK 540 III IS THE PERFECT CROSS BETWEEN HEAVY-DUTY WORKHORSE AND COMFORTABLE UTILITY MACHINE.



A WORK SLED IS NOTHING IF IT ISN'T VERSATILE, WHICH IS WHY THE VK 540 III NOT ONLY COMES WITH HIGH- AND LOW-RANGE FORWARD GEARS, BUT A SMOOTH-SHIFTING REVERSE GEAR AS WELL. SWITCHING BETWEEN GEARS IS A SNAP, TOO, THANKS TO THE EASY-TO-REACH SHIFT LEVER JUST BELOW THE RIGHT HANDLEBAR.

ALL PLAY AND NO WORK...WELL, THAT'D BE A PERFECT WORLD, RIGHT? BUT TOO OFTEN THE CHORES HAVE TO COME BEFORE THE FUN, AND THAT'S WHY WE BUILD THE VK 540 III. LEGENDARY FOR DELIVERING RELIABLE PERFORMANCE AND OUTSTANDING RIDE QUALITY, THE VK BOASTS A LONG, WIDE TRACK (156" BY 20") — IDEAL FOR WORKING IN DEEP-SNOW CONDITIONS OR HAULING A LOAD. THROW IN THE VERSATILITY OF HI/LO-RANGE TRANSMISSION WITH REVERSE, AND IT'S NO SURPRISE THE VK 540 III IS THE WORK/UTILITY SLED OF CHOICE FOR SKI RESORTS THROUGHOUT NORTH AMERICA.

WHETHER HAULING A LOAD OF FIREWOOD OR HEADING OFF FOR A DAY OF ICE FISHING, THE VK 540 III'S HEAVY-DUTY TRAILER HITCH ADDS JUST ONE MORE DEGREE OF VERSATILITY TO THIS ALREADY MULTIFACETED MACHINE. IT'S LIKE WE SAID BEFORE — YOU WON'T FIND A HARDER WORKING SLED ON SNOW.

YAMAHA Apparel

IT DOESN'T REALLY MATTER WHAT TYPE OF RIDER YOU ARE, WHETHER YOU PREFER, SAY, POUNDING MOGULS OR SETTING THE HIGH MARK. THE FACT IS, YOU OWN THE BEST SNOWMOBILE IN THE INDUSTRY. SO IT'S ONLY NATURAL THAT YOU'D DEMAND NOTHING LESS THAN THE BEST APPAREL AND ACCESSORIES IN THE BUSINESS. GENUINE YAMAHA® APPAREL AND ACCESSORIES. CLOTHING THAT'S AS DURABLE AND PERFORMANCE-MINDED AS THE SLED YOU'RE DRIVING. AND COMPONENTS THAT HELP SET YOU EVEN FARTHER APART FROM ALL THAT'S ORDINARY.



YAMAHA CONTINUES ITS INNOVATIONS IN MEN'S AND WOMEN'S OUTWEAR BY ADDING NEW TECHNICAL FEATURES AND STYLING. NOW MORE THAN EVER WE'RE OFFERING TECHNOLOGY WITH A MODERN EDGE. OUR ULTRA LIGHTWEIGHT DESIGNS ARE EQUIPPED WITH THE TECHNOLOGY TO PERFORM IN ALL WEATHER CONDITIONS. FROM OUR TOP-OF-THE-LINE LEATHER OUTERWEAR AND ALL-NEW PERFORMANCE JACKETS AND BIBS BY REIMA AND FXR TO OUR PREMIUM SNOW-FORCE HELMETS AND ASSORTED CAPS, GLOVES AND BOOTS, EVERY PIECE OF YAMAHA SNOWMOBILE APPAREL IS BUILT TO PERFORM, AND BUILT TO LAST.



FXR CREW JACKETS & BIBS



FXR CREW JACKET & BIBS



SNOWMOBILE SUIT & BIBS

SECOND KID

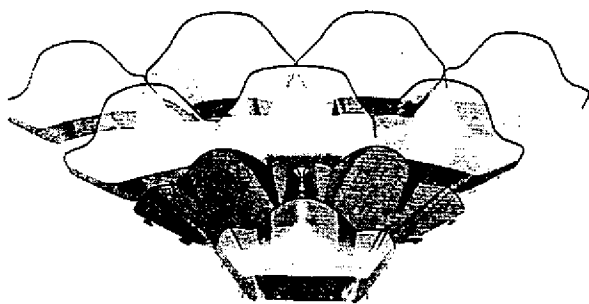


YAMAHA

PERFORMANCE JACKET & BIB



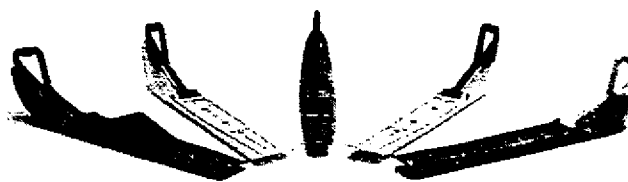
3/4 EXTREME JACKETS & BIBS



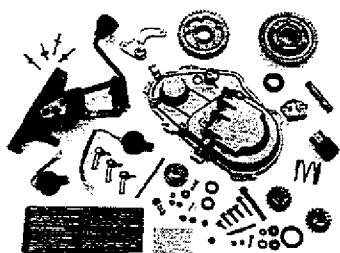
WINDSHIELDS



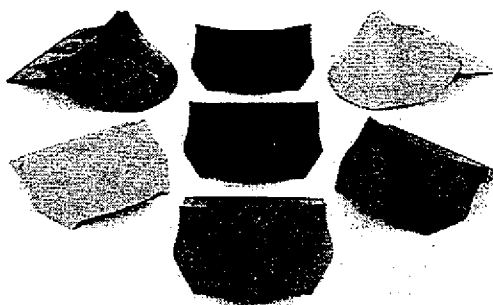
LUGGAGE



GYT PLASTIC SKIS



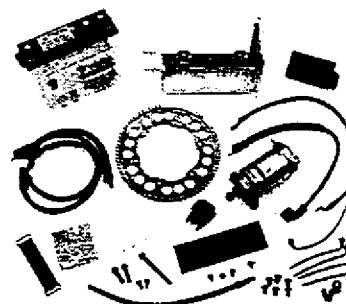
REVERSE KITS



SKID PLATES



GYT OHLINS FRONT SHOCKS

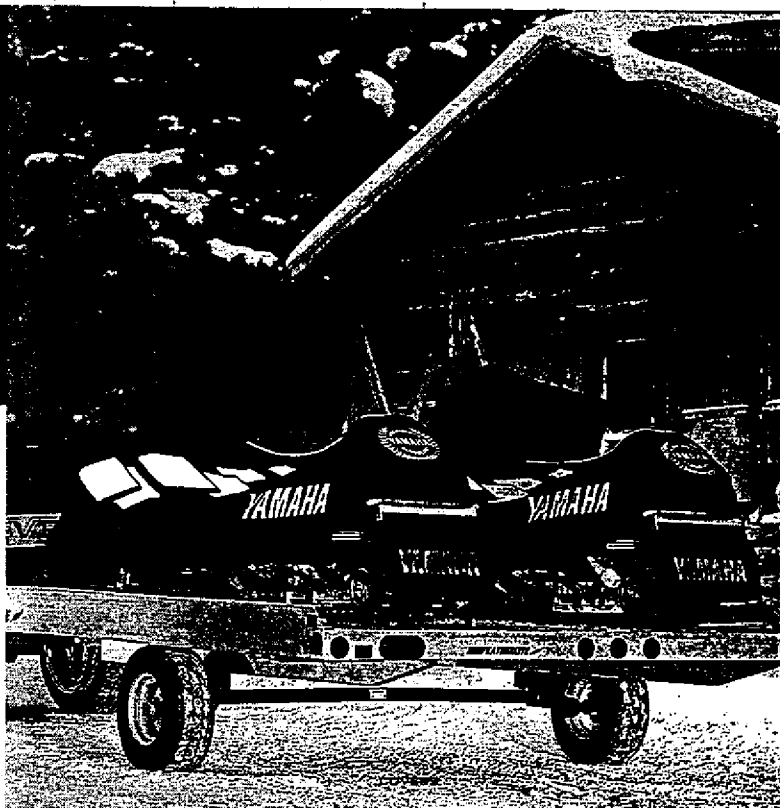


ELECTRIC START KITS

NOTHING MAKES A PERSONAL STATEMENT LIKE CUSTOMIZING YOUR SLED WITH GENUINE YAMAHA[®] ACCESSORIES AND PERFORMANCE COMPONENTS. STEAL AWAY FOR A WINTER WEEKEND WITH OUR DURABLE, WATER-RESISTANT LUGGAGE. ADD SOME COLOR TO YOUR MACHINE WITH OUR ASSORTMENT OF GENUINE YAMAHA TECHNOLOGY (GYT[™]) PRODUCTS. WITH GENUINE YAMAHA ACCESSORIES, THE OPTIONS ARE LIMITLESS. SO GO AHEAD. EXPRESS YOURSELF.



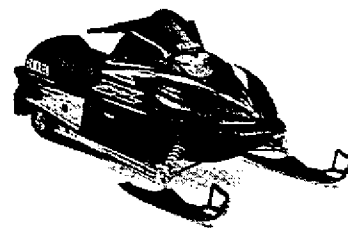
YAMALUBE OILS & LUBES



SERIOUS ABOUT YOUR SNOWMOBILING?
THEN GET SERIOUS ABOUT WHAT YOU RIDE.

YAMAHA SNOWMOBILES FOR 2001.

TOP PERFORMANCE



SRX

TRAIL PERFORMANCE

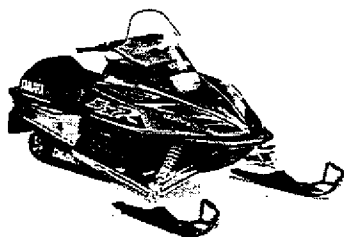


SX 700^R

TRAIL LUXURY



VMAX 700 DELUXE



SX 600^R



VMAX 600 DELUXE



SX 500^R

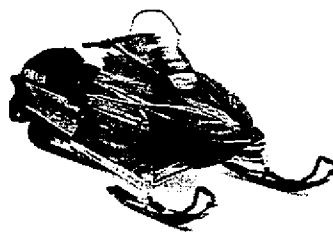


VMAX 500 DELUXE





TRAIL SPORT



PHAZER 500 DELUXE



PHAZER 500

MOUNTAIN



MOUNTAIN MAX 700

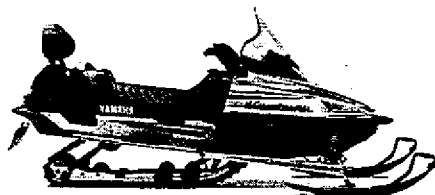


MOUNTAIN MAX 600

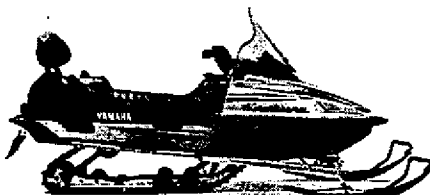


PHAZER MOUNTAIN LITE

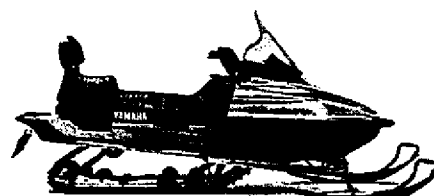
TOURING



VENTURE 700

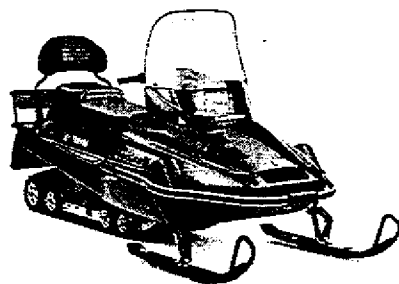


VENTURE 600



VENTURE 500

WORK



VK 540 III



[illegible]

WORK



SNOWMOBILING IS FUN AND EXCITING. BUT YOU MUST TAKE CERTAIN PRECAUTIONS TO HELP PREVENT INJURY TO YOU OR OTHERS. BE SURE TO READ, UNDERSTAND AND FOLLOW BOTH WARNING LABELS ON THE MACHINE AND THE OPERATING AND SAFETY INSTRUCTIONS IN YOUR OWNER'S MANUAL. BEFORE YOU RIDE, ALWAYS MAKE SURE YOUR SNOWMOBILE IS WORKING PROPERLY. WEAR AN APPROVED HELMET AND PROPER RIDING APPAREL. RIDE WITHIN YOUR CAPABILITIES, ALLOWING EXTRA TIME AND DISTANCE FOR MANEUVERING AND BRAKING. NEVER RIDE ALONE, OR IN AREAS NOT APPROVED FOR SNOWMOBILE USE, AND NEVER DRINK AND RIDE. ALWAYS RIDE IN A RESPONSIBLE MANNER, RESPECTING THE ENVIRONMENT AS WELL AS ALL STATE AND LOCAL LAWS. ABUSE OF LAND, FACILITIES AND RESOURCES ONLY LEADS TO TRAIL RESTRICTIONS AND CLOSURES.

YES
YANMAR SCIENTIFIC SERVICE

WITH YAMAHA EXTENDED SERVICE (YES), YOU GET SERVICE PROTECTION FOR UP TO FOUR YEARS FROM THE TIME YOU BUY YOUR NEW YAMAHA SNOWMOBILE. WITH YES, YOU CAN COUNT ON FACTORY-TRAINED SERVICE TECHNICIANS AT YAMAHA DEALERSHIPS NEAR AND FAR. WHEREVER YAMAHA OWNERS NEED ANSWERS, PARTS, ACCESSORIES OR SERVICE. ASK YOUR DEALER FOR ALL THE YES DETAILS.

YAMAHA WOULD LIKE TO THANK THE GALLATIN AND SHOSHONE NATIONAL FORESTS FOR THEIR COOPERATION IN THE USE OF THEIR LAND FOR THE PHOTOGRAPHY IN THIS BROCHURE.

SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.



WHETHER IT'S SNOWMOBILES, ATVs, MOTORCYCLES, OUTBOARD MOTORS, WATERCRAFT OR GENERATORS, ONE FACT REMAINS THE SAME: YAMAHA CONTINUES TO BE THE LEADER IN OFFERING THE WORLD'S MOST ADVANCED TECHNOLOGY. AT YAMAHA, WE'VE BEEN BUILDING THE INDUSTRY'S FINEST-ENGINEERED SNOWMOBILES FOR MORE THAN 30 YEARS. AND NOW, OVER A MILLION SLEDS LATER, WE'RE STILL STRIVING TO BRING YOU THE MOST INNOVATIVE AND BEST-PERFORMING MACHINES IN THE WORLD. BECAUSE WE KNOW THERE'S ONLY ONE PLACE YAMAHA OWNERS WANT TO BE. OUT FRONT, LEADING THE PACK. WHICH IS WHY WE DESIGN OUR SLEDS WITH REVOLUTIONARY AND INDUSTRY-LEADING FEATURES LIKE ELECTRONICALLY CONTROLLED, SELF-CLEANING EXHAUST POWER VALVES, STANDARD-SETTING PROACTION SYSTEM[®] CHASSIS TECHNOLOGY THAT REWROTE THE BOOK ON TORSIONAL RIGIDITY, AND CONVENIENT CREATURE COMFORTS THAT INCLUDE THE BEST HEADLIGHT AND HANDWARMERS IN THE BUSINESS. THE LIST GOES ON. AND SO WILL YAMAHA'S QUEST TO CONTINUE REFINING AND PERFECTING OUR ENTIRE LINE-UP OF MOTORSPORTS MACHINERY. HISTORY HAS A WAY OF REPEATING ITSELF, ESPECIALLY WHEN WE'RE THE ONES MAKING IT.

ATVS WITH ENGINE SIZES OF 90CC OR GREATER ARE RECOMMENDED FOR USE ONLY BY THOSE AGE 16 AND OLDER.



LIT-12118-20-01



YAMAHA

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